



Department of Planning, Building and Code Enforcement
801 North First Street, Room 400
San José, California 95110-1795

Hearing Date/Agenda Number:
P.C. 8/12/02 Item:

File Number:
GP01-03-10

Council District and SNI Area:
3 – Spartan/Keyes

Major Thoroughfares Map Number:
83

Assessor's Parcel Number(s):
477-03-107

Project Manager: Lesley Xavier

GENERAL PLAN REPORT

2002 SUMMER HEARING

PROJECT DESCRIPTION:

General Plan amendment request to change the Land Use/Transportation Diagram designation from Medium Density Residential (8-16 DU/AC) to General Commercial.

LOCATION: East side of South 10th Street, approximately 60 feet south of Keyes Street

ACREAGE: 0.3 (13,070 sq. ft.)

APPLICANT/OWNER:

T Square Consulting Group/Dung Ha & Kieu Huynh

GENERAL PLAN LAND USE / TRANSPORTATION DIAGRAM DESIGNATION:

Existing Designation: Medium Density Residential (8-16 DU/AC)

Proposed Designation: General Commercial

EXISTING ZONING DISTRICT(S): CN – Commercial Neighborhood

SURROUNDING LAND USES AND GENERAL PLAN DESIGNATION(S):

North: Supermarket – General Commercial

South: Multi-Family Residential – Medium Density Residential (8-16 DU/AC)

East: Auto Parts store – Medium Density Residential (8-16 DU/AC) and General Commercial

West: Multi-Family and Single-Family Residential – Medium Density Residential (8-16 DU/AC)

ENVIRONMENTAL REVIEW STATUS:

Negative Declaration adopted on September 27, 2001.

PLANNING STAFF RECOMMENDATION:

General Commercial

Approved by:

Date:

PLANNING COMMISSION RECOMMENDATION:

CITY COUNCIL ACTION:

CITY DEPARTMENT AND PUBLIC AGENCY COMMENTS RECEIVED:

- Department of Transportation – The amendment request underwent a traffic analysis and it was determined that the estimated number of evening peak hour trips did not exceed the significant impact threshold of 1.5%. Therefore, the proposed amendment is projected to have an insignificant traffic impact in the long term.

GENERAL CORRESPONDENCE:

None received.

ANALYSIS AND RECOMMENDATIONS:

PROJECT DESCRIPTION

This is a privately initiated General Plan amendment to change the *San Jose 2020 General Plan* Land Use/Transportation Diagram designation from Medium Density Residential (8-16 DU/AC) to General Commercial for a 0.3 acre site located on the east side of South 10th Street, approximately 60 feet south of Keyes Street. The amendment site is located on a parcel that is split by two General Plan land use designations. The northern portion of the parcel currently has a General Plan land use designation of General Commercial. The southern portion of the parcel is the subject of the proposed General Plan amendment and is designated Medium Density Residential (8-16 DU/AC), which is typified by patio homes, townhouses, and duplexes. This designation also allows a mixture of single-family and apartment units. The General Commercial designation is a non-specialized commercial designation intended to permit miscellaneous commercial uses. It includes both strip commercial areas along major thoroughfares as well as freestanding commercial establishments. Business and professional office uses are also allowed within this General Plan designation.

BACKGROUND

This amendment was deferred from the 2001 General Plan Annual Review hearings to allow for the completion of the Spartan/Keyes Neighborhood Improvement Plan. The Plan was adopted by the City Council on June 18, 2002.

Site and Surrounding Uses

The amendment site is located on the east side of South 10th Street, approximately 60 feet south of Keyes Street. The site currently consists of a portion of the parking lot for the Monte Alban Mexican Food To Go restaurant. The restaurant itself is located to the north of the amendment site along Keyes Street.

The existing uses surrounding the site include a food/liquor store to the north, an auto parts store to the east, multi-family residential to



Looking at the southeast corner of the site with Keyes Street to the left and South 10th Street to the right.

the south, and single-family and multi-family residential uses to the west.

This amendment proposes to change the land use designation of the subject site from Medium Density Residential (8-16 DU/AC) to General Commercial. The existing General Plan land use designations surrounding the site include General Commercial to the north and to the east, and Medium Density Residential (8-16 DU/AC) to the east, south, and west.

ANALYSIS

Land Use Compatibility/Policy Consistency

The proposed amendment is consistent with the Spartan/Keyes Neighborhood Improvement Plan. The Plan is a comprehensive strategy that was developed to improve the living environment for present and future residents of the Spartan/Keyes Neighborhood. The goals and objectives of the Plan were developed to provide specific direction in achieving the neighborhood's vision for its future. One of the Plan's goals is to promote neighborhood-oriented commercial uses along Keyes Street and encourage viable uses and businesses to remain on Keyes Street.

The Neighborhood Improvement Plan also describes improvements that are recommended to achieve the community's vision of a more livable neighborhood, consistent with its goals and objectives. One of the recommended improvement concepts indicates that the City should consider extending the commercial designation boundary along Keyes Street to create deeper frontage parcels. This would help to attract desirable businesses and allow for a broader range of land uses. The subject amendment proposes that type of expansion with their request for a General Commercial land use designation.

The proposed amendment is located on the southern portion of a larger parcel. The northern portion of the parcel located on the southeast corner of 10th and Keyes Streets is already designated General Commercial. The proposed change from Medium Density Residential to General Commercial on the southern portion of the parcel is consistent with vision and land use concepts of the Spartan/Keyes Neighborhood Improvement Plan. This change is consistent with the Plan because it will allow the expansion of commercial use on the site, which in turn will help to promote commercial development along Keyes Street. In addition, one of the elements of the Neighborhood Improvement Plan is an Action Plan, which describes the actions that need to be taken in order to implement the Plan's recommendations. "Top Ten" action item number four directly relates to the General Plan amendment proposal and states, "Revitalize and Attract Neighborhood-Friendly Businesses Along Keyes Street." New commercial development on this entire site would help to implement this action item. In addition, the General Commercial land use designation is a non-specialized commercial designation intended to permit miscellaneous commercial uses, including business and professional offices. The residents have expressed a desire to establish community-serving and pedestrian-oriented businesses along Keyes Street. This and all of the elements of the Neighborhood Improvement Plan would need to be adhered to at the development stage as well as other City policies.

City Wide Policy Issues

The *San Jose 2020 General Plan* has seven Major Strategies that identify the principal objectives of the Plan. Of those seven, this amendment directly relates to two of them, including the Economic Development and the Sustainable City Major Strategies. The Economic Development Major Strategy encourages more commercial and industrial growth to balance existing residential development. The Sustainable City Major Strategy seeks to reduce traffic congestion, pollution, wastefulness, and environmental degradation. Working towards achieving a relative jobs/housing balance would conserve energy and improve water and air quality. Increasing the amount of lands designated as General Commercial would help to further the

intent of the Economic Development and Sustainable City Major Strategies by providing for more jobs in the area. The Goals and Policies of the General Plan support the Major Strategies. Commercial Land Use Policy number one supports the proposed General Plan amendment and reads as follows:

- Commercial land in San Jose should be distributed in a manner that maximizes community accessibility to a variety of retail commercial outlets and services, and minimizes the need for automobile travel. New commercial development should be located near existing centers of employment or population, or in close proximity to transit facilities and should be designed to encourage pedestrian and bicycle access through techniques such as minimizing building separation from the street, providing safe, accessible, convenient and pleasant pedestrian connections, secure bike storage, etc. Employee intensive uses should be encouraged to locate along multi-modal transit corridors.

The amendment site is located close to the corner of two major thoroughfares, Keyes Street and 10th Street. A majority of the parcels fronting on Keyes Street are designated General Commercial. Commercial development on the site would be adjacent to the existing commercial development and close to the adjacent neighborhoods.

Environmental Issues

The site is located within an area of potential geologic sensitivity and archeological and cultural sensitivity. Prior to development of the site a geotechnical study and archeological report would be required to demonstrate that all potential impacts can be mitigated.

PUBLIC OUTREACH

Staff participated in the Spartan/Keyes Strong Neighborhood Initiative Neighborhood Action Coalition (NAC) meetings to discuss the proposed amendment and to understand the community's interests in the area. The NAC was primarily concerned about what type of project would ultimately be developed on the site. They reminded staff of their Neighborhood Improvement Plan, which describes the type of improvements that are recommended to achieve the community's vision of a more livable neighborhood.

The property owners within the amendment site boundaries and/or property owners within a 1000-foot radius of the amendment site were sent a newsletter regarding the two community meetings that were held on July 8th and 10th, 2002. They also received a public hearing notice regarding the public hearings to be held on the subject amendment before the Planning Commission in August and City Council in September. In addition, the community can be kept informed about the status of amendments on the Department's web-site, which contains information on the General Plan process, each proposed amendment, staff reports, and hearing schedule. No comments were received on this specific amendment at any of the community meetings.

RECOMMENDATION

Planning staff recommends General Commercial.